



WKMG

ORDER

Print Date 09/28/12

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Flight Dates 09/25/12-10/08/12

Contract / Revision 260824 /

Original Date / Revision
09/28/12 09/28/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product

OBAMA FOR AMERICA C

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1897

Alt Order # 06356637

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 35700

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$2,932.50	\$3,450.00	0.00	08/27/12	09/30/12	6	\$2,932.50	\$3,450.00
October 2012	45	\$27,412.50	\$32,250.00	0.00	10/01/12	10/08/12	45	\$27,412.50	\$32,250.00
Totals	51	\$30,345.00	\$35,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/01/12	10/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	M-----	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$275.00		0.00			
E 2	WKMG	10/02/12	10/08/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$350.00		0.00			
E 3	WKMG	10/01/12	10/01/12	Morn News at 530a Morn News at 530a	CM	530-6a	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$400.00		0.00			
E 4	WKMG	10/02/12	10/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00



WKMG

Print Date: 09/28/12

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Contract / Revision

260824

Flight Dates 09/25/12-10/08/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/02/12	10/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					3	\$450.00		0.00			
E 5	WKMG	10/01/12	10/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$500.00		0.00			
E 6	WKMG	10/02/12	10/08/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$600.00		0.00			
E 7	WKMG	10/01/12	10/01/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$350.00		0.00			
E 8	WKMG	10/02/12	10/08/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$450.00		0.00			
E 9	WKMG	09/29/12	09/29/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$100.00		0.00			
E 10	WKMG	10/06/12	10/06/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$200.00		0.00			
E 11	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
E 12	WKMG	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$1,400.00		0.00			
E 17	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	M-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					2	\$550.00		0.00			
E 18	WKMG	10/02/12	10/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$1,200.00		0.00			
E 20	WKMG	09/30/12	09/30/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
E 21	WKMG	10/07/12	10/07/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$1,800.00		0.00			



WKMG

Print Date: 09/28/12

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Contract / Revision

260824

Flight Dates 09/25/12-10/08/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 21	WKMG	10/07/12	10/07/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,800.00		0.00			
E 22	WKMG	10/01/12	10/01/12	530-6p The Insider Insider	CM	530p-6p	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$500.00		0.00			
E 23	WKMG	10/02/12	10/08/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					4	\$650.00		0.00			
E 24	WKMG	10/01/12	10/01/12	News at 6p News at 6p	CM	6-630p	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$600.00		0.00			
E 25	WKMG	10/02/12	10/08/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,000.00		0.00			
E 35	WKMG	10/01/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$1,500.00		0.00			
E 36	WKMG	10/02/12	10/08/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$1,700.00		0.00			
E 37	WKMG	09/29/12	09/29/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$350.00		0.00			
E 38	WKMG	10/06/12	10/06/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$450.00		0.00			
E 39	WKMG	09/29/12	09/29/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
E 40	WKMG	10/06/12	10/06/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$350.00		0.00			
E 41	WKMG	09/30/12	09/30/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$350.00		0.00			
E 42	WKMG	10/07/12	10/07/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$450.00		0.00			



WKMG

Print Date: 09/28/12

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Contract / Revision

260824

Flight Dates **09/25/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA C** Estimate # **1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 42	WKMG	10/07/12	10/07/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$450.00		0.00						
														Totals	51 \$35,700.00



WKMG

ORDER

Print Date 09/28/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision

255507 /

Product OBAMA FOR AMERICA

Original Date / Revision

07/31/12 09/28/12

Agency Com 15%

Billing Contact

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

3050 K Street NW

Suite 100

Washington, DC 20007

Agency GMMB

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

3050 K Street NW

Suite 100

Washington, DC 20007

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Sep 00:15:00

Estimate # 1537

Alt Order # 6259539

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 142150

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	70	\$120,827.50	\$142,150.00	0.00	10/01/12	10/08/12	70	\$120,827.50	\$142,150.00
Totals	70	\$120,827.50	\$142,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKMG	10/02/12	10/08/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		4			\$1,700.00		0.00				
E 3	WKMG	10/02/12	10/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		3			\$1,200.00		0.00				
E 5	WKMG	10/02/12	10/08/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--		4			\$850.00		0.00				
E 10	WKMG	10/02/12	10/08/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 09/28/12

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Contract / Revision **255507** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 09/28/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 10	WKMG	10/02/12	10/08/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$350.00		0.00			
E 11	WKMG	10/02/12	10/08/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	4	\$750.00	P-2	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$750.00		0.00			
E 12	WKMG	10/02/12	10/08/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$450.00		0.00			
E 14	WKMG	10/02/12	10/08/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$1,000.00		0.00			
E 15	WKMG	10/02/12	10/08/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	4	\$600.00	P-2	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$600.00		0.00			
E 16	WKMG	10/02/12	10/08/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	4	\$2,500.00	P-2	0.00 NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$2,500.00		0.00			
E 17	WKMG	10/02/12	10/08/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$1,200.00		0.00			
E 18	WKMG	10/02/12	10/08/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4		\$450.00		0.00			
E 19	WKMG	10/02/12	10/08/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			2		\$1,200.00		0.00			
E 21	WKMG	10/05/12	10/05/12	Fri Prime 10p Blue Bloods	CM	10-11p	----F--	:30	1	\$7,000.00	P-2	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$7,000.00		0.00			
E 22	WKMG	10/05/12	10/05/12	Fri Prime 8p CSI:NY	CM	8-9p	----F--	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$4,500.00		0.00			
E 26	WKMG	10/08/12	10/08/12	Mon Prime 9:30p Mike and Molly	CM	930-10p	M-----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$10,000.00		0.00			
E 27	WKMG	10/06/12	10/06/12	Sat 11p News Sat 11p News	CM	11-1135p	-----S-	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WKMG

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Contract / Revision

255507

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/31/12/ 09/28/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WKMG	10/06/12	10/06/12	Sat 11p News Sat 11p News	CM	11-1135p	-----S-	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$1,700.00		0.00				
E 28	WKMG	10/06/12	10/06/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$450.00		0.00				
E 29	WKMG	10/06/12	10/06/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$350.00		0.00				
E 34	WKMG	10/06/12	10/06/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$200.00		0.00				
E 36	WKMG	10/06/12	10/06/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$350.00		0.00				
E 37	WKMG	10/07/12	10/07/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$7,000.00		0.00				
E 38	WKMG	10/07/12	10/07/12	1030-1130a Face Nation Face The Nation	CM	1030-11a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,800.00		0.00				
E 41	WKMG	10/07/12	10/07/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$450.00		0.00				
E 42	WKMG	10/07/12	10/08/12	NFL TODAY NFL TODAY	CM	various (12:00 PM-1:00 PM)	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1			1		\$3,000.00		0.00				
Week:		10/08/12	10/14/12	-----			0		\$3,000.00		0.00				
E 45	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$200.00		0.00				
E 48	WKMG	10/07/12	10/07/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$8,000.00		0.00				
E 49	WKMG	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,400.00		0.00				
E 53	WKMG	10/04/12	10/04/12	Thu Prime 9p Person of Interest	CM	9-10p	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00



WKMG

Print Date: 09/28/12

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Contract / Revision **255507** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 09/28/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 53	WKMG	10/04/12	10/04/12	Thu Prime 9p Person of Interest	CM	9-10p	---T---	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---					1	\$9,000.00		0.00		
E 56	WKMG	10/02/12	10/02/12	Tue Prime 9p NCIS:LA	CM	9-10p	-T-----	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-T-----					1	\$9,000.00		0.00		
E 57	WKMG	10/04/12	10/04/12	Thu Prime 10p Elementary	CM	10-11p	---T---	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	---T---					1	\$8,000.00		0.00		
E 58	WKMG	10/03/12	10/03/12	Wed Prime 8p Survivor	CM	8-9p	--W----	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----					1	\$9,000.00		0.00		
E 59	WKMG	10/08/12	10/08/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$10,000.00		0.00		
N 60	WKMG	10/02/12	10/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWTF--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-TWTF--					1	\$450.00		0.00		
N 61	WKMG	10/02/12	10/05/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWTF--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-TWTF--					1	\$600.00		0.00		
N 62	WKMG	10/07/12	10/07/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					2	\$1,700.00		0.00		
N 63	WKMG	10/08/12	10/08/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	M-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$900.00		0.00		
													Totals	70 \$142,150.00